

FORM 1449* INFORMATION DISCLOSURE STATEMENT IN AN APPLICATION (Use several sheets if necessary)	Docket Number: 60136.0106USWO	Application Number: 10/551,102
	Applicant: ODDO	
	Filing Date: 08/14/2006	Group Art Unit: 3624

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		"AdForce and Activate Deliver Next Generation Web Advertising," <i>Business Wire</i> (November 8, 2000)
		Kannan, P. et al., "Marketing Information on the I-Way," <i>Communications of the ACM</i> , Vol. 41, No. 3, pp. 35-43 (March 1998)
		U.S. Patent Application Serial No. 09/558,755, filed April 21, 2000 entitled "METHOD AND SYSTEM FOR WEB USER PROFILING AND SELECTIVE CONTENT DELIVERY"

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